Policy 7.2.1   Community Participation— Goals, Policies and Action Statements

Goal 7.2A   **Achieve a community in which citizens and businesses are informed about local issues and City programs and services**.

Policy 7.2A.1   Use community and business organizations and networks as a resource for community education and outreach.

Action Statements

7.2A.1a.   Encourage the development of and support community organizations and networks for public information.

7.2A.1b.   Provide community organizations and networks with and encourage distribution of information regarding City events, programs and services.

7.2A.1c.   Work with local institutions, school districts, and other public agencies to develop informational networks serving the community.

Policy 7.2A.2   Publish and distribute information regarding City programs and services, City Council actions, and policy issues.

Action Statements

7.2A.2a.   Produce a periodic comprehensive publication on City affairs that is distributed to all City residents and businesses.

7.2A.2b.   Identify citizens, community organizations and businesses affected by significant City actions and decisions and ensure that they receive timely and appropriate information about participation in the decision-making process.

7.2A.2c.   Evaluate periodically City public information materials, activities and plans, using surveys, focus groups, or other means to assess effectiveness, minimize duplication, maximize cost-effectiveness of information distribution, and respond to community needs.

7.2A.2d.   Assess periodically the impact of public information materials and activities about City programs and services on public demand for City services, especially for those which are not self-supporting.

7.2A.2e.   Provide outreach and staff involvement through mechanisms such as a speakers' bureau to provide information to community organizations.

7.2A.2f.   Develop and regularly update a coordinated database for information distribution.

Policy 7.2A.3   Encourage comprehensive media coverage of City actions, services and programs.

Action Statements

7.2A.3a.   Provide news media with timely and comprehensive information regarding Council actions and City information of interest to the general public.

7.2A.3b.   Assist the news media in receiving information and access to the City Council, staff, and documents for the coverage of City issues.

Policy 7.2A.4   Identify communications media and telecommunications technology which are appropriate and cost effective to provide information to and access for the community.

Action Statements

7.2A.4a.   Monitor telecommunications technology and policy developments and evaluate their potential impact on cable television programming and other public information activities to improve communications, reduce duplication of effort, and enhance cost-effectiveness.

7.2A.4b.   Develop a telecommunications policy to guide utilization of technology for public participation and citizen involvement.

Goal 7.2B   **Achieve a community in which citizens and businesses are actively involved in shaping the quality of life and participate in local community and government activities.**

Policy 7.2B.1   Plan for and encourage citizen involvement in the development and implementation of City and community programs and services.

Action Statements

7.2B.1a.   Continue to provide support citizen participation in City programs and services and develop materials to assist involvement.

7.2B.1b.   Promote involvement of businesses in community activities and services.

7.2B.1c.   Work with local school districts and community organizations to encourage student involvement in local government and community activities and issues.

7.2B.1d.   Promote public awareness and understanding of financial and other constraints on municipal services, and involve citizens to identify solutions which balance public demand for services with the limited resources available.

Policy 7.2B.2   Encourage citizen volunteerism in community affairs.

Action Statements

7.2B.2a.   Continue to evaluate the use of volunteers as a method of maintaining and/or enhancing municipal service delivery and as a means for building a stronger community.

7.2B.2b. Identify opportunities for citizens and mechanisms for volunteers to maintain and/or enhance City programs, services and communication, as well as other community efforts.

7.2B.2c. Publicly recognize citizen involvement, contributions and achievements.

7.2B.2d. Support City and corporate employee involvement in community activities.

7.2B.2e. Support community efforts to implement effective volunteerism.

Policy 7.2B.3 Support local and neighborhood organizations and strengthen contacts between the City and community groups.

Action Statements

7.2B.3a. Identify and strengthen contacts between the City and community organizations.

7.2B.3b. Coordinate City neighborhood programs and outreach to improve support, communications and effectiveness.

7.2B.3c. Create or support the development of a directory of community organizations.

Policy 7.2B.4 Encourage and support the development of greater community self-reliance for problem solving through effective community and neighborhood organizations.

Action Statements

7.2B.4a. Identify and support mechanisms to strengthen the capability of community organizations to achieve community-wide goals.

7.2B.4b. Encourage grass-roots efforts to identify and develop solutions for community problems.

Policy 7.2B.5 Foster partnerships and relationships among public institutions, business and industry, community and service organizations, and the City to address community issues.

Action Statements

7.2B.5a. Support communication among various segments of the community to create and strengthen relationships.

7.2B.5b. Identify and build on opportunities for partnerships between the City and the community which can leverage resources to meet community needs.

7.2B.5c. Facilitate the development of relationships and partnerships among community organizations and the business community to achieve community goals.

Policy 7.2B.6 Encourage citizen contributions and business volunteerism, involvement and philanthropy to support community programs and activities.

Action Statements

7.2B.6a.   Seek opportunities for the City to be a catalyst to increase the frequency, amount and impact of contributions from citizens, community organizations and businesses.

7.2B.6b.   Facilitate the ability of businesses to support or supplement public resources to achieve community goals.

7.2B.6c.   Publicly recognize business community involvement, contributions and achievements.

Goal 7.2C   **Assure that City services, programs and policy decisions are responsive to community input and feedback while recognizing the limits to the City's ability to expand municipal services.**

Policy 7.2C.1   Plan for and encourage an appropriate cross-section of the community when obtaining public input for policy decisions.

Action Statements

7.2C.1a.   Develop specific criteria and plans to obtain a diversity of representation in citizen participation activities.

7.2C.1b.   Encourage a diverse pool of applicants for membership on boards, commissions and task forces to reflect the appropriate cross-section of the community.

Policy 7.2C.2   Ensure that appropriate and effective public notification and access, in accordance with City Council policies, are provided to enhance meaningful community participation in the policy making process.

Action Statements

7.2C.2a.   Notify appropriate citizens and community groups about opportunities for involvement in policy making and program planning.

7.2C.2b.   Ensure that all public board, commission and Council meetings provide an opportunity for public input and involvement.

7.2C.2c.   Provide opportunities for the private sector to participate in the development of relevant public policy decisions.

7.2C.2d.   Ensure that public notification measures are proportionate to the magnitude and public sensitivity of issues, in addition to the minimum legal and policy requirements for notification and access.

Policy 7.2C.3   Use City staff as facilitators to promote and enhance community involvement in policy making and program planning.

Action Statements

7.2C.3a.   Identify opportunities and develop appropriate plans for City personnel to meet and interact with citizen and community groups regarding City issues.

7.2C.3b.   Prepare and train staff to effectively solicit community feedback for use in policy making and program planning.

Policy 7.2C.4   Assure that citizens and organizations are actively involved in the identification of community needs and the development of solutions.

Action Statements

7.2C.4a.   Enhance the ability of board and commission members to act as key policy advisors to Council through orientation, training, and communication.

7.2C.4b.   Develop appropriate community involvement plans and document community involvement for policy making and planning processes.

7.2C.4c.   Establish community task forces to advise the City on issues when appropriate.

7.2C.4d.   Assist citizens and community organizations in seeking community-based solutions where appropriate, rather than those led and financed by government.

Policy 7.2C.5   Provide opportunities for community input and monitor feedback.

Action Statements

7.2C.5a.   Identify appropriate citizen feedback mechanisms to provide the optimal level of community input in public decision making.

7.2C.5b.   Evaluate public involvement measures to ensure their utility as policy making and program planning tools.

7.2C.5c.   Use surveys to determine community awareness and opinion concerning local issues and to provide information for policy and program planning.

Goal 7.2D   Assure that all citizens have reasonable access to City information, services, programs, policy makers and staff within budgeted resources.

Policy 7.2D.1   Assess community needs in provision of and access to City services.

Action Statements

7.2D.1a.   Develop mechanisms to assess community needs in provision of services.

7.2D.1b.   Monitor legislative and regulatory trends regarding citizen access and public information issues.

Policy 7.2D.2   Provide opportunities for all citizens and organizations to successfully interact and do business with the City.

Action Statements

7.2D.2a.   Continue to provide and support a central information center in City Hall to assist citizens in locating and using City services.

7.2D.2b.   Continue a high level of community awareness of City services and programs.

7.2D.2c.   Develop mechanisms to evaluate the impact of marketing efforts on the public demand for services and the City's ability to deliver them.

Policy 7.2D.3   Provide reasonable and fair citizen access to information and services within budgeted resources.

Action Statements

7.2D.3a.   Review City service levels to provide reasonable and cost effective access to City facilities, programs and services.

7.2D.3b.   Respond in a timely manner to all citizen inquiries or concerns regarding City services.

7.2D.3c.   Provide appropriate language translation assistance and translated materials to citizens seeking City services.

7.2D.3d.   Enhance the ability of City programs and staff to serve community diversity.

7.2D.3e.   Develop suitable customer feedback mechanisms for City programs to use to assess quality and customer service issues and opportunities for improvement.

Goal 7.2E   **Create a strong, positive community identity**.

Policy 7.2E.1   Encourage public and professional recognition through awards and promotion of significant accomplishments and innovations.

Action Statements

7.2E.1a.   Identify opportunities for local, state and national recognition of City achievements, innovations, personnel, and programs and services.

7.2E.1b.   Maintain a commitment to continuous improvement of City programs and services.

Policy 7.2E.2   Encourage celebrations of community and projects which focus on the character, diversity and quality of Sunnyvale.

Action Statement

7.2E.2a.   Sponsor and support community special events which strengthen a positive community identity.

Policy 7.2E.3   Take an appropriate active role in regional, state and national activities.

Action Statement

7.2E.4a.   Exchange ideas and innovations with other communities.

7.2E.4b.   Facilitate the exchange of technical assistance between the City and other agencies and the private sector.

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Lead Department: Office of the City Manager